

VERSION OF CLAIMS WITH MARKINGS

Please cancel claims 12, 30, 40, 60, and 278-281, without prejudice.

10. (Amended) A method of facilitating ordering an item using a distributed computing system including at least one client and at least one server, the method including:

at least one of showing and describing an item to a user via the client; enabling the user to order the item by a single [interaction] action with respect to the client, the single action being in connection with the order; and in response to the single [interaction] action with respect to the client, causing an order for the item to be placed[.]

wherein the enabling of the user to order the item by the single action includes using (1) previously stored, user related personal information that is stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) previously received information related to the item being offered for sale at the time of the single action.

11. (Amended) The method of claim 10, wherein the single [interaction] action is one of a group including:

selecting of a single button; and  
pressing of a single button on a TV remote control.

12. (Canceled) The method of claim 10, wherein causing the order to be placed is achieved by using:

information related to the item; and

user related personal information.

13. (Amended) The method of claim [12] 10, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

14. (Amended) The method of claim [12] 10, wherein the user related, personal information is stored in memory in the client.

15. (Unamended) The method of claim 10, wherein the distributed computing system is an interactive television system and wherein the at least one of showing and describing of the item is, at least in part, by a television signal.

16. (Unamended) The method of claim 10, wherein the client includes an auxiliary data processor and a client computer.

17. (Amended) The method of claim 12, wherein the client is associated with at least a set top box, and wherein the user related, personal information is stored at the set top box.

18. (Unamended) The method of claim 17, wherein the set top box is in communication with a local computer and associated storage and wherein the method further includes:

the client retrieving information from one or more of the local computer and the associated storage.

19. (Unamended) The method of claim 18, wherein the method further includes:

controlling the client by means of the local computer.

20. (Unamended) The method of claim 18, wherein the local computer is part of a local area network.

21. (Unamended) The method of claim 10, wherein the system further includes a central processing facility in communication with the server and wherein the method includes:

sending information used in processing the order from the client to the central processing facility.

22. (Unamended) The method of claim 10, further including:

sending an order confirmation to the user to confirm the order.

23. (Unamended) The method of claim 21, further including:

communicating information between the client and the server via the central processing facility.

25. (Unamended) The method of claim 23, wherein a telephone system acts as the central processing facility.

25. (Amended) The method of claim 10 including receiving at the client data including:

- (c) information to at least one of show and describe the item via the client; and  
(d) information to enable the user to order the item by the single [interaction] action with respect to the client.

26. (Unamended) The method of claim 25 wherein the data further includes an item identifier to identify the item.

27. (Unamended) The method of claim 26 wherein the item identifier includes at least one of a group of identifiers including a code and a command.

28. (Amended) A method of facilitating ordering an item, the method including:

providing a client with information to at least one of show and describe an item to a user; and  
enabling the user to order the item by a single [interaction] action with respect to the client[.] the single action being in connection with the order,  
wherein the enabling of the user to order the item by the single action  
includes using (1) previously stored, user related, personal information that is  
stored in a memory for repeated use in enabling further orders for further items  
to be placed and so that it is not necessary to solicit the user related, personal  
information each time a further order is placed, and (2) previously provided item  
information related to the item that is being offered for sale at the time of the  
single action.

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29. (Amended) The method of claim 28, wherein the single [interaction] action includes at least one of a group including:  
selecting of a single button; and  
pressing of a single button on a TV remote control.

30. (Canceled) The method of claim 28, including receiving the order from the client, the order including:  
information related to the item; and  
user related personal information.

31. (Amended) The method of claim [30] 28, wherein the user related personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

32. (Amended) The method of claim [30] 28, including retrieving the user related personal information from a memory associated with the client.

33. (Amended) The method of claim 28, including providing the information to at least one of show and describe the item in the form of a television signal.

34. (Unamended) The method of claim 28 including communicating with a central processing facility and wherein the client sends the order to the central processing facility for receipt via a transceiver.

35. (Unamended) The method of claim 34 wherein a telephone system acts as the central processing facility.

36. (Unamended) The method of claim 28 including providing an order confirmation to the client to confirm the order.

37. (Amended) The method of claim [248] 28 including multiplexing the provision of the information to at least one of show and describe the item and [the] code to the client to thereby generate data for transmission to the client.

38. (Amended) A computer system to order an item, the system including:  
a data processing system to at least one of show and describe an item to a user; and

a client to enable the user to order the item by a single [interaction] action with respect to the client and, in response to the single [interaction] action, to cause an order for the item to be placed[.]

wherein the client is to enable the user to order the item by the single action using (1) previously stored, user related, personal information that is stored in a memory for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) previously received information related to the item that is being offered for sale at the time of the single action.

39. (Amended) The system of claim 38, wherein the single [interaction] action includes at least one of a group including:

selecting of a single button; and  
pressing of a single button on a TV remote control.

40. (Canceled) The system of claim 38, wherein the client is to place the order using:

information related to the item; and  
user related personal information.

41. (Amended) The system of claim [40] 38, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

42. (Amended) The system of claim [40] 38, wherein the user related, personal information is stored in memory of the client.

43. (Amended) The system of claim 38, wherein the [distributed computing]  
computer system is an interactive television system and wherein the at least one of showing and describing of the item by the data processing system is, at least in part, performed utilizing a television signal.

45. (Amended) The system of claim 38, wherein the client is associated with at least a set top box, and wherein the user related, personal information is stored at the set top box.

46. (Unamended) The system of claim 45, wherein the set top box is in communication with a local computer and associated storage and wherein the client is to retrieve information from one or more of the local computer and the associated storage.

47. (Unamended) The system of claim 46, wherein the local computer controls the client.

48. (Unamended) The system of claim 46, wherein the local computer is part of a local area network.

49. (Unamended) The system of claim 38, including a central processing facility in communication with a server and wherein the client sends information used in processing to the central processing facility.

50. (Unamended) The system of claim 49 wherein the server is to send an order confirmation to the user to confirm the order.

51. (Unamended) The system of claim 49, wherein the central processing facility is to communicate information between the client and the server.

52. (Unamended) The system of claim 51 wherein a telephone system acts as the central processing facility.

53. (Amended) The system of claim 38 including a data receiver to receive data including:

information to at least one of show and describe the item via the client;  
and

information to enable the user to order the item by [a] the single  
[interaction] action with respect to the client.

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54. (Amended) The system of claim 53 wherein the data receiver includes an auxiliary data extractor to extract the information to at least one of show and describe from the data and a packet data extractor to extract the information to enable from the data.

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55. (Amended) The system of claim 54 wherein the auxiliary data extractor provides the information to at least one of show and describe to the data processing system and the packet data extractor provides the information to enable to the client.

56. (Unamended) The system of claim 53 wherein the data further includes an item identifier to identify the item.

57. (Unamended) The system of claim 56 wherein the item identifier includes at least one a group of identifiers including a code and a command.

58. (Amended) A computer system to facilitate ordering an item, the system including:

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a data source to provide a client with first information to at least one of show and describe an item to a user; and

*810*

an information source to provide the client with second information to enable the user to order the item by a single [interaction] action with respect to the client[.]

wherein the client is to enable the user to order the item by the single action using (1) previously stored, user related, personal information that is stored in a memory for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal

information each time a further order is placed and (2) previously received information related to the item that is being offered for sale at the time of the single action.

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59. (Amended) The system of claim 58, wherein the single [interaction] action includes at least one of a group including:  
a selecting of a single button; and  
a pressing of a single button on a TV remote control.

60. (Canceled) The system of claim 58, including a data receiver to receive the order from the client, the order including:  
information related to the item; and  
user related personal information.

61. (Amended) The system of claim [60] 58, wherein the user related, personal information includes at least one of a group including a user's name, address, method of payment and payment account number.

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62. (Amended) The system of claim [60] 58, wherein the [code is] second information includes code executable by the client to retrieve the user related, personal information from a memory associated with the client.

63. (Unamended) The system of claim 58, wherein the data source is to provide the information in the form of a television signal.

64. (Unamended) The system of claim 58 including a data transceiver to communicate with a central processing facility and wherein the client sends the order to the central processing facility for receipt via the data transceiver.

65. (Unamended) The system of claim 64 wherein a telephone system acts as the central processing facility.

66. (Unamended) The system of claim 58 wherein the data source is to provide an order confirmation to the client to confirm the order.

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67. (Amended) The system of claim 58 including a multiplexer to multiplex the provision of the first information to at least one of show and describe and the second information to enable to the client to thereby generate data for transmission to the client.

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246. (Amended) The method of claim 25 wherein the information to enable includes code executable by the client to enable the user to order the item by the single [interaction] action with the client.

247. (Amended) The method of claim 25 wherein the information to enable includes data to be processed by code executable by the client to enable the user to order the item by the single [interaction] action with the client.

248. (Unamended) The method of claim 28 wherein the enabling includes providing code to enable the user to order the item.

249. (Unamended) The method of claim 28 wherein the enabling includes providing data to be processed by code to enable the user to order the item.

250. (Unamended) The system of claim 53 wherein the information to enable includes code to enable the user to order the item.

251. (Unamended) The system of claim 53 wherein the information to enable includes data to be processed by code to enable the user to order the item.

252. (Amended) The system of claim 58 wherein the second information to enable includes code to be executed by the client to enable the user to order the item.

253. (Amended) The system of claim 58 wherein the information to enable includes data to be processed by code to enable the user to order the item.

260. (Amended) A machine-readable medium embodying a sequence of instructions that, when executed by a machine, cause the machine to facilitate [facilitating] ordering an item within a distributed computing system including at least one client and at least one server by:

at least one of showing and describing an item to a user via the client; enabling the user to order the item by a single [interaction] action with respect to the client the single action being in connection with the order; and], in response to the single [interaction] action with respect to the client, causing an order for the item to be placed[.]

wherein the enabling of the user to order the item by the single action includes using (1) previously stored, user related, personal information that is

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stored in a memory associated with the client for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed and (2) previously received information related to the item that is being offered for sale at the time of the single action.

261. (Unamended) The machine-readable medium of claim 260, wherein the medium includes a data stream.

262. (Unamended) The machine-readable medium of claim 260, wherein the medium includes a mass storage device.

263. (Amended) A machine-readable medium embodying a sequence of instructions that, when executed by a machine, cause the machine to facilitate [facilitating] ordering an item by:

providing a client with information to at least one of show and describe an item to a user; and

enabling the user to order the item by a single [interaction] action with respect to the client[.], the single action being in connection with the order,

wherein the enabling of the user to order the item by the single action includes using (1) previously stored, user related, personal information that is stored in a memory for repeated use in enabling further orders for further items to be placed and so that it is not necessary to solicit the user related, personal information each time a further order is placed, and (2) previously provided item information related to the item that is being offered for sale at the time of the single action.

278. (Canceled) A method of facilitating ordering using a distributed computing system including at least one client and at least one server, the method including:

at least one of showing and describing an offering to a user via the client; enabling the user to order the offering by a single interaction with the client; and

in response to the single interaction with the client causing an order related to the offering to be placed.

279. (Canceled) A method including:

providing a client with information to at least one of show and describe an offering to a user; and

enabling the user to order the offering by a single interaction with the client.

280. (Canceled) A computer system including:

a data processing system to at least one of show and describe an offering to a user; and

a client to enable the user to order the item by a single interaction with the client and, in response to the single interaction, to cause an order for the offering to be placed.

281. (Canceled) A computer system including:

a data source to provide a client with information to at least one of show and describe an offering to a user; and

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an information source to provide the client with information to enable the user to order the offering by a single interaction with the client.

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